



Selwyn College Cambridge

## JOB DESCRIPTION

**Job Title:** Major Gifts and Legacies Manager  
**Contract type:** Permanent, Full-time (35 hours/5 days per week), flexible hours.  
**Responsible to:** Development Director

We are looking for an ambitious and experienced fundraiser to join us in the new role as Major Gifts and Legacies Manager, where you will be an important part of a small but dynamic team delivering on some of Selwyn College's significant fundraising priorities.

The ethos of the Selwyn approach to alumni relations and fundraising is a belief in life-long engagement with the college, punctuated by occasional opportunities for individuals to support our students or specific projects. To this end, we work hard to create multiple opportunities for alumni and friends to maintain and develop a strong bond with the college and with each other, characterised by a rich programme of reunions and events, and high quality and multi-channel communications. If well-tended, this seed bed will produce mutually beneficial relationships with individuals that may be nurtured and developed over time. Our aim, year on year, is to steadily increase the number of regular donors to the college, and provide the information and opportunities that will appeal to those individuals who have the means to help us at higher levels, including legacies.

This is an exciting time in the history of the college. In 2020 we concluded a successful £12.6M capital appeal for a new library and auditorium and we currently have two smaller but important capital refurbishment projects at the advance planning stage and which have a combined value of £4.5M. In addition, the college is working to develop its range of bursaries, grants and scholarships for both undergraduate and graduate communities, and to develop our teaching capacity where required.

As a result of recent campaigns, careful cultivation and a high quality communication and events programme, the college now has a large pool of donor prospects, some very high value, who require individual attention and stewardship. This pool also includes many individuals who are legacy prospects. Although the college has an existing group (The 1882 Society) of well over 200 known legators, we believe this group has the potential to grow significantly. Managing and developing the legacy work of the department will therefore be approximately 50% of the role.

Having an individual with specific responsibility for legacies is a new role for Selwyn. The post would act as the first point of contact for professional executors who administer estates and to ensure that all legacy payments to which the college is legally entitled are made in full - and in good time. The post would seek to maximise legacy gifts when appropriate, and

engage with the college's alumni and friends to generate future interest and a broader understanding of legacy giving.

To be successful in this role you will have experience of individual giving programmes and be looking to develop your face to face fundraising skills. This is a role that has medium to longer term relationship building at its heart and will require the confidence to meet with donors and potential donors on a one to one basis, in person and online, socially and in focussed meetings. To achieve this, the role will require a willingness to participate fully in the events programme organised by the department, travel throughout the UK and occasionally internationally.

You will have proven experience of fundraising and be able to demonstrate an entrepreneurial flair for managing supporter journeys; identifying prospects, following leads through to establishing relationships and, ultimately, soliciting gifts or pledges. You will have a sound knowledge of fundraising regulations, GDPR and data protection matters - and an awareness of the HE regular giving landscape.

This position is an exciting opportunity for someone who can balance the need to deliver income in the short term with an understanding of the importance of longer term cultivation and relationship building, often over several years.

### **Person Specification**

The post would be a senior member of the college development team, working closely with the Development Director. It requires self-motivation and the ability to work with minimum supervision, and the following qualities:

#### **Essential**

- Educated to degree level or equivalent
- Attention to detail/data accuracy, particularly when liaising with legal professionals and estate executors
- An understanding of why donors give and what their needs are in order to develop relationships between them and the College.
- Professional, with the confidence to make phone calls and to talk about money, gifts and legacies on a one to one and face to face basis.
- An ability to write well – both formally and informally as appropriate.
- Confident presentation skills to others internally and externally
- Ability to prioritise workload and deal with several projects at the same time.
- Knowledge of other MS Office systems (Word, Excel etc.) and email.
- Ability to work without close supervision and a professional attitude towards working in an open plan office environment
- Discretion at all times when dealing with matters of a personal or financial nature, and a grasp of current data protection rules and guidelines.
- Solution focussed with a proactive outlook
- Welcomes and gives positive and constructive feedback to improve performance

- Enthusiastic and passionate about the importance of Higher Education and the role of Cambridge University and Selwyn College
- A willingness to attend occasional evening and weekend events and undertake travel in the UK and potentially internationally.

**Desirable**

- Some experience of probate and trust law would be advantageous
- A working knowledge of The Raisers Edge or a similar CRM database
- Experience of working within a fundraising and relationship-building environment
- An understanding of the relationship between Cambridge University and its constituent colleges, (of which Selwyn is one of 31)

Selwyn College is home to students of all backgrounds from the UK and across the world. We are proud of our diversity. We therefore welcome staff whatever their protected characteristics, and we are keen to receive applications from people who may be under-represented in our community.